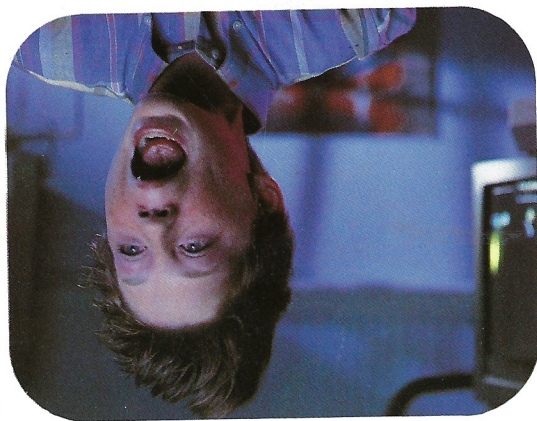


1990 ADVERTISING AND SALES PROMOTION SCHEDULE

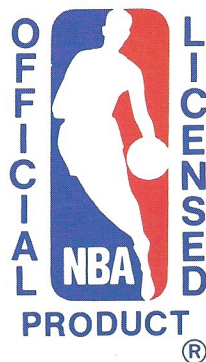




BEETLEJUICE™



**BACK TO THE FUTURE
PART II & III™**





GAME TITLES	TELEVISION	PRINT & RADIO	PROMOTIONS & PUBLIC RELATIONS
NIGHTMARE ON ELM STREET™	Nat'l syndicated :10 ID's	National print 100 mkt radio promo "Masters of the Game" magazine	Major movie cross promotion Top merchandising hit
BACK TO THE FUTURE PART II&III™	Spot TV top mkts National cable TV Nat'l synd. :10 ID's	National print 100 mkt radio promo "Masters of the Game" magazine	Trilogy home video release Major 4th quarter cross promotion
PICTIONARY®	Nat'l syndicated :10 ID's	National adult & kid print 100 mkt radio promo "Masters of the Game" magazine	Merchandising cross promotions
BEETLEJUICE™	Spot TV top mkts National cable TV Nat'l synd. :10 ID's	National print 100 mkt radio promo "Masters of the Game" magazine	Saturday morning network series Cross-merchandising
THE PUNISHER®	Nat'l synd. :10 ID's	National print Marvel Comics tie-in promotion 100 mkt radio promo	NWC National Tour Feature film in development
X-MEN®	Animated TV show	National print 100 mkt radio promo	NWC National Tour Marvel Comics subscription promotion Nationally syndicated special
BILL & TED'S EXCELLENT VIDEO GAME ADVENTURE™	Saturday morning cartoon TV show	National print & radio TBA	Major packaged goods promo Movie sequel coming EX-CELLENT dude contest
ROGER RABBIT™	Nat'l synd. :10 ID's	National print 100 mkt radio promo "Masters of the Game" magazine	Movie sequel coming Theater and home video shorts
NFL FOOTBALL™	Millions of TV fans weekly	National print "Masters of the Game" magazine	Stadium program promotions
GAME BOY™	Nat'l synd. :10 ID's	National print 100 mkt radio promo "Masters of the Game" magazine	Spider-Man TV series Major motion picture in development

Above plans subject to change without notice.



AS SEEN IN...

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Already recognized as one of the premier producers of mega-hits for the Nintendo Entertainment System®, the new UN® forges into the 1990's with many of the most powerful and best-known titles in the entertainment world.

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